GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1255
ANSWERED ON:02.03.2001
BAN ON SPONSORSHIP OF SPORTS EVENTS
RAMPAL SINGH

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government have decided not to give sponsorship of sports and cultural programmes on electronic media to those companies which are involved in manufacturing cigarettes, Bidi, Gutka and other tobacco products;

(b) if so, the details thereof; and

(c) the estimated loss to the Government every year as a result of stoppage on advertisements in DD/AIR and Films?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) & (b): The Ministry of Information and Broadcasting does not givesponsorship of sports and cultural programmes, on electronic media, to any company. Prasar Bharati has informed that they have not taken any decisionof not giving sponsorship of sports and cultural programmes, on electronic media, to companies, which are involved in manufacturing cigarettes, Bidi, Gutka and other tobacco products.

(c) The revenue from exhibiting advertisements on Doordarshan does not accrue to the Government.